

INVEST BETTER LIVE BETTER

Presented by:

Guy Varble
&
Nicki Varble



M O M E N T U M
W E A L T H F U N D

momentumwealth.fund



Introduction:

A recession resistant business model that thrives even in economic downturns.

A market where demand is constantly growing, fueled by population shifts and our ever-expanding need for space.



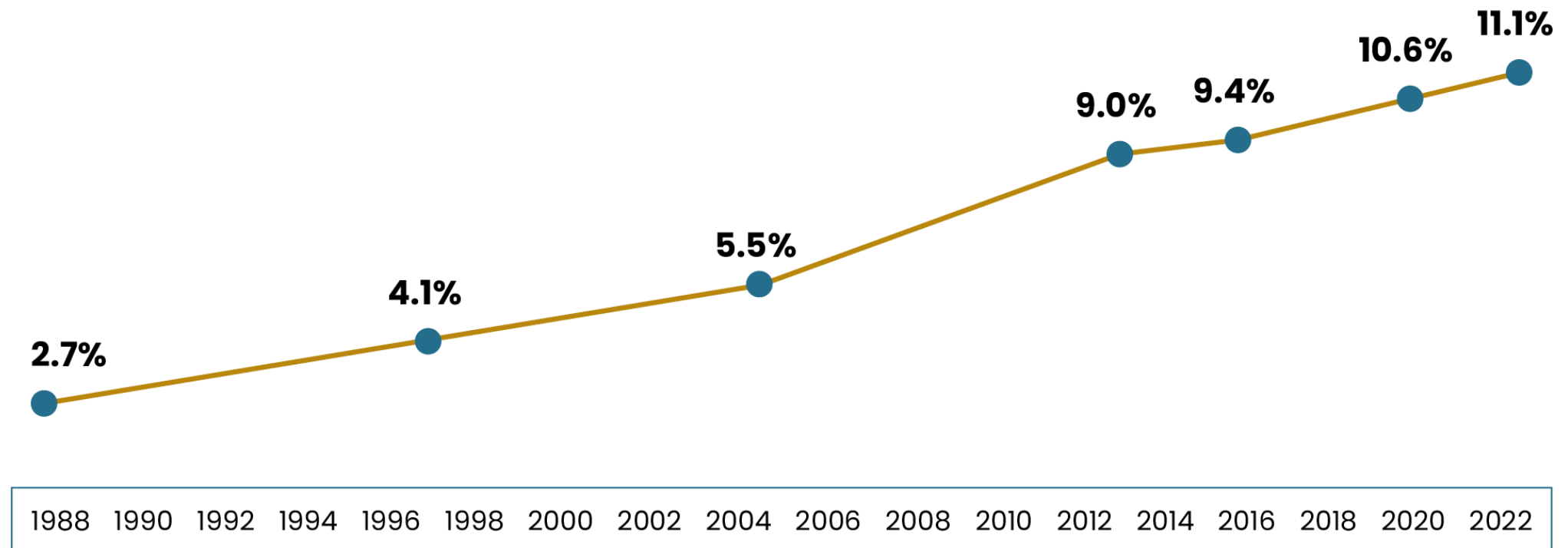


This is the world of self-storage,
and we invite you to be a part of it.



Steady Demand Growth

Percentage of U.S Household Utilizing Storage



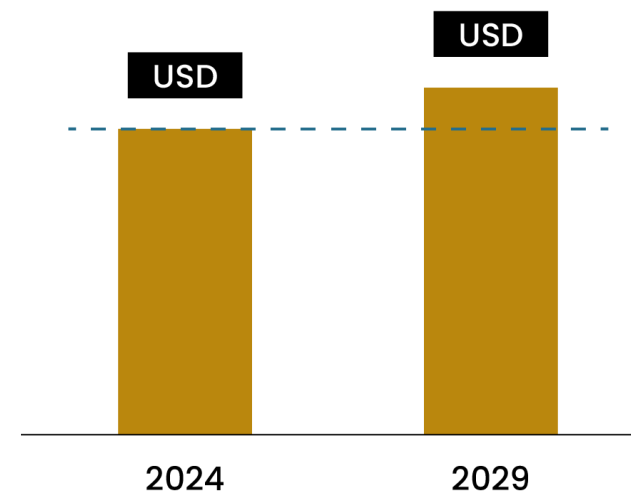
*Sources: Mini-Storage Messenger - Self Storage Almanac 2023 Self Storage Demand Study

Americans are going to need more storage space

The United States Self-Storage Market size is estimated at **USD 44.33** billion in 2024, & is expected to reach **USD 50.01 billion** by 2029, growing at a CAGR of 2.44% during the forecast period (2024-2029).

Increased urbanization is one of the major factors driving the United States self-storage market growth. The degree of urbanization is expected to reach 89.16% by 2050.

United States Self - Storage Market
size in USD Billion
CAGR 2.44%



*Sources: Mordor Intelligence



Goals and Objectives:

We **invest** in and **create**

Self-Storage Facilities with strong cash flow potential & long-term value appreciation.





Our Team



Guy Varble
Fund Manager



Nicki Varble
Fund Manager



Michael Bower
VP Investor Relations



Shaun Burbidge
Underwriter



Jordan Paul
Lead Underwriter

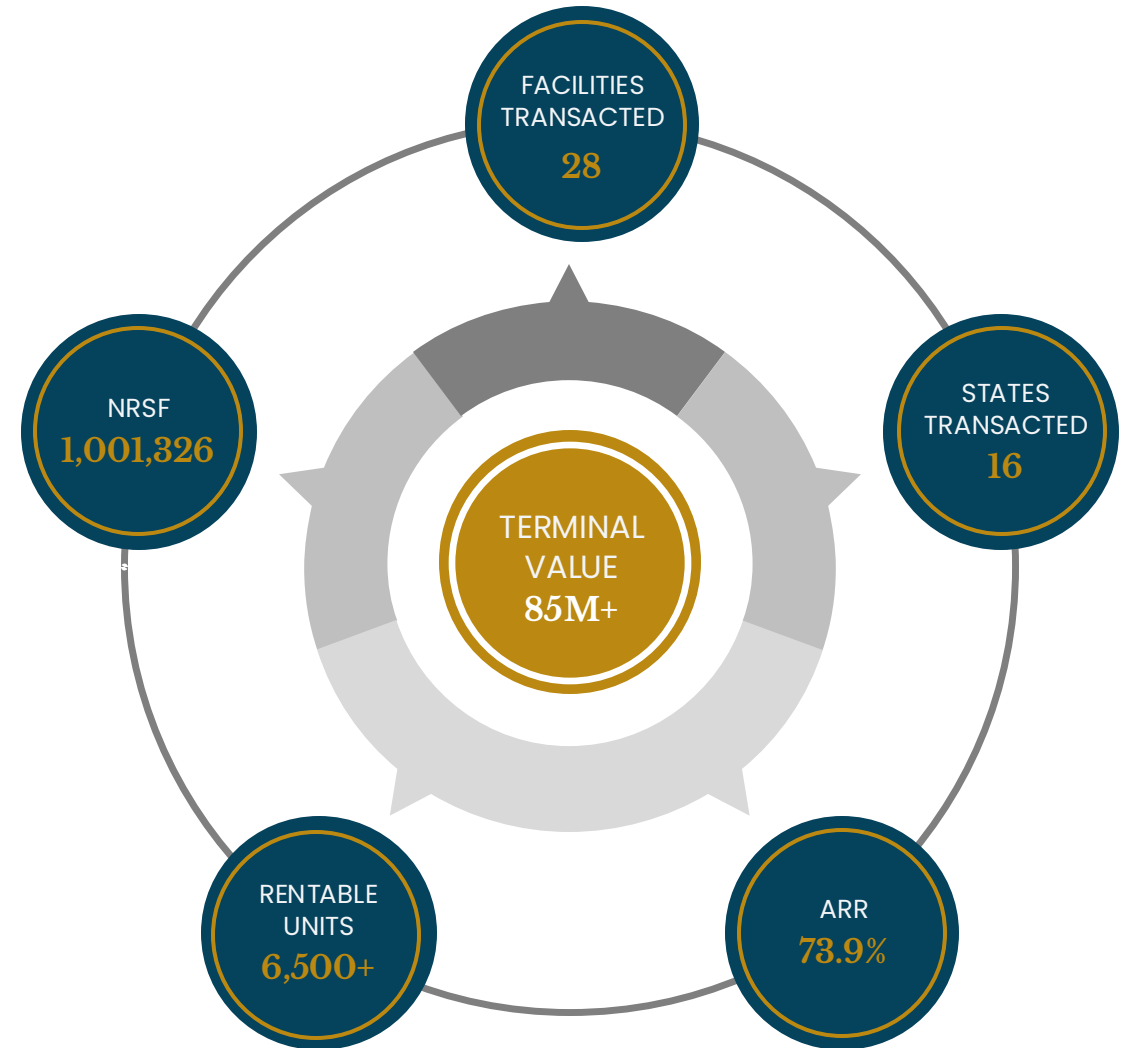


James Clark
Executive Assistant



What We Do

- 01 Acquire**
Existing facilities below market rent and implement value-add strategies
- 02 Develop**
New facilities in high-growth areas with unmet storage demand.
- 03 Hold**
Properties long-term (15-20 years) to benefit from inflation-driven rent increases and potential tax advantages.





Who We Are



We are fanatically data driven.
We rely on data to help us make decisions.



We are very focused on the niche of self-storage inside the commercial real estate asset class.



We focus on being deeply connected to self-storage facility owners, brokers, wholesalers and investors across the country. We aspire to underwrite every facility that comes up for sale. We will accomplish this by continuing to grow a comprehensive network connecting to each facility in the country.





Our Conservative Investing Approach:

We prioritize your security. Our conservative approach, with a maximum **loan-to-value ratio of 70%**, ensures your investment is well-protected. We aim to double your cash-on-cash return within 5 years through a variety of exit strategies, including long-term hold, sale, or refinance.

We don't gamble on investments. We leverage data to pinpoint high-growth markets with underserved populations and limited storage options. This ensures your investment is strategically placed for long-term success.



Who Uses Self-Storage?

Business Purpose:

Inventory overflow, seasonal equipment, & file storage.

Tradespeople:

Tools, materials, and overflow supplies between projects.

Life transitions:

Storing belongings during relocations, job changes, or downsizing.

Downsizing and Estate Management:

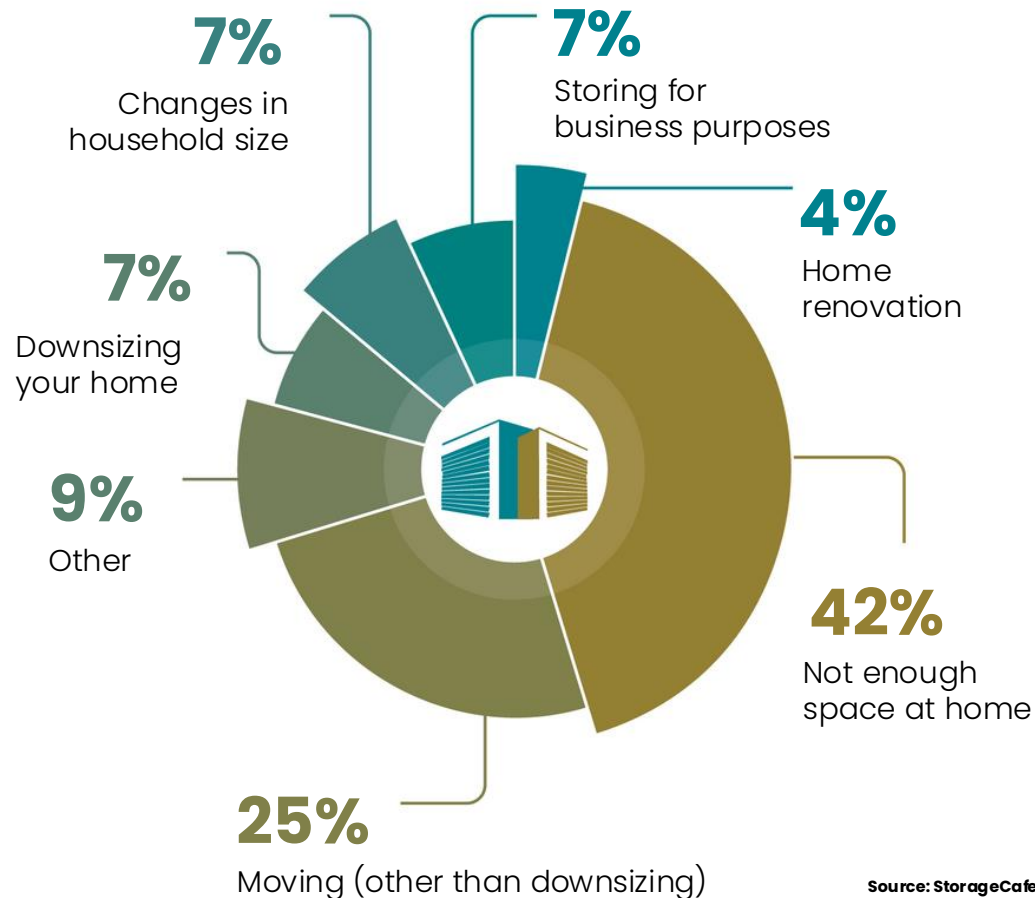
Storing furniture and sentimental items during moves or while sorting through family belongings.

Seasonal Needs:

Storing sports equipment, holiday decorations, or outdoor furniture.

Student Storage:

Dorm room overflow during breaks or storing belongings between semesters.





Why Invest In Self-Storage Facilities?



► Low Risk



► High Demand



► High Occupancy Rate



► Recession Resistant



► Low Maintenance



► Diverse Customer Base



Location Shortlisting Process & Criteria

Growing areas with population exceeding 15,000 and a self-storage index (square footage per capita) of 8 or less specific to a 3-5 mile radius.

Selection Criteria:

- Below-market rents with potential for value creation.
- Strong demographics (population & job growth).
- Underserved markets with limited storage options
- Avoid high-risk areas (safety first, flood zones).
- Prefer A, B, or C class properties in desirable locations
- Clean, well-maintained facilities with high-quality security features.



Opportunities We Look For





Key Financial Factors When Analyzing a Property



Purchase Price



Rehab Cost



Cash Flow Projection



Financing Structure



Key Investment Metrics
(Cap Rate, IRR, NPV, LTV Ratio, NOI)



Exit Strategy

- Sale to a cash flow-seeking owner.
- Long-term hold for ongoing cash flow.
- Equity buyout by an affiliated company.
- Refinance after stabilization & return investor equity.
- Portfolio aggregation for institutional sale.

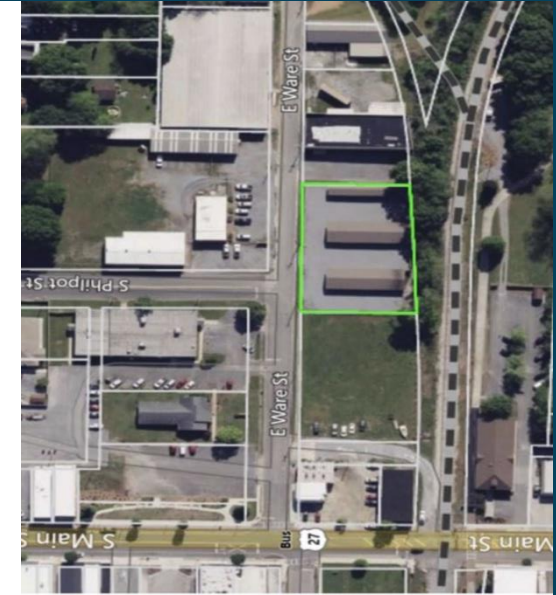


Executive Summary:

We have a solid investment opportunity in the self-storage located in Cedartown, GA. This existing facility has demonstrated exceptional performance over the past three years, with current management doubling its Net Operating Income (NOI). Our 3rd party managers will continue to the process of increasing revenue while decreasing expenses.

Our investment strategy includes a value-add component through the installation of new doors, which is expected to increase the overall property value, improve occupancy rates, and allow for higher rental rates. This upgrade gives the opportunity to increase both occupancy and rates. It positions the investment for strong returns and continued growth.

The self-storage industry has shown resilience and growth, with the current market value exceeding \$29 billion and an average profit margin of 41%. This Cedartown facility offers the potential to cater to various customer segments, including residential and business enhancing its revenue streams. The combination of a strong market, successful management, and strategic improvements makes this a great opportunity for investors seeking stable returns and portfolio diversification.



The Deal

- **Total Equity Investment:**
\$1,000,000
- **Deal Structure:**
65% loan-to-value ratio at 7.65% interest on total projection cost (acquisition & rehab)
- **Returns:**
We aim to at least double the investors cash-on-cash return within 5 years upon sale or refinance
- **Preferred Annual Returns:**
8%
- **Targeted IRR of 16.3%:**
With a 1.9x Equity Multiple



Steady Demand Growth



Cedartown Self Storage Property Info

501 Tenth St

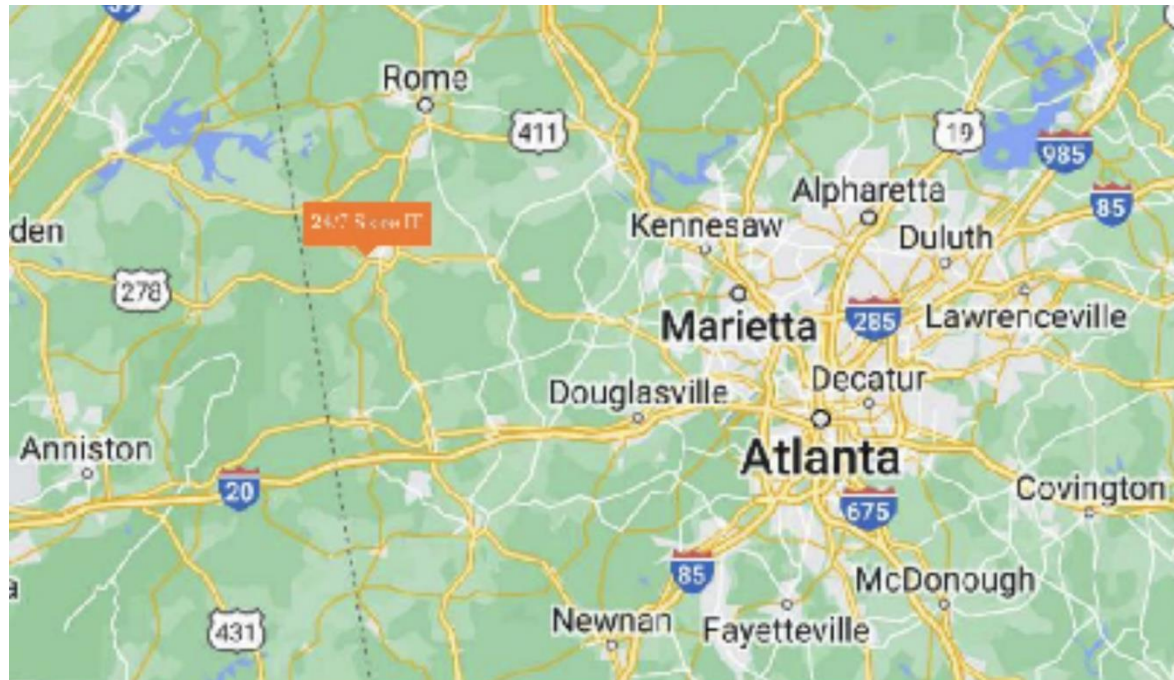
301 Prior Station Rd

134 E Ware St

Cedartown, GA 30125

Cedartown, GA 30125

Cedartown, GA 30125



Total Units:

196

Rentable SF:

29,702

Lot Size:

2.5 Acres

Traffic
Count:

2,000 VPD



Sources and Uses

Sources	\$Amount	\$PSF	%	Uses	\$Amount	\$PSF	%
Senior Loan	\$1,365,000	\$46	56.2%	Purchase Price	\$2,100,000	\$72	86.5%
Equity Contribution	\$1,063,250	\$36	43.8%	Rehab/CAPEX	\$165,000	\$6	6.8%
				Working Capital	\$50,000	\$2	2.1%
				Fees	\$113,250	\$4	4.7%
Total Sources	\$2,428,250	\$83	100.0%	Total Uses	\$2,428,250	\$83	100.0%



Revenue and Expense with NOI

Income					
	Year 1	Year 2	Year 3	Year 4	Year 5
(GPRI) Gross Rent:	\$259,284	\$274,841	\$291,332	\$308,811	\$327,340
Occupancy:	84%	88%	90%	92%	93%
(NET) Net Rental:	\$216,502	\$241,860	\$262,198	\$284,106	\$304,426
Tenant Insurance (NET):	\$7,606	\$5,760	\$5,904	\$6,048	\$6,096
Admin Fees:	\$0	\$1,209	\$1,311	\$1,421	\$1,522
Late, Lien, NSF Fees:	\$0	\$4,837	\$5,244	5,682	\$6,089
Other Income:	\$15,730	\$0	\$0	\$0	\$0
(EGI) EFF GROSS INCOME:	\$239,838	\$253,667	\$274,657	\$297,257	\$318,133

Revenue and Expense with NOI



Expenses					
	Year 1	Year 2	Year 3	Year 4	Year 5
Property Taxes:	\$6,272	\$12,607	\$12,985	\$13,375	\$13,776
Insurance:	\$8,528	\$8,784	\$9,047	\$9,319	\$9,598
Utilities:	\$10,187	\$10,493	\$10,807	\$11,132	\$11,466
Repair & Maintenance:	\$5,940	\$6,118	\$6,302	\$6,491	\$6,686
Admin Expense:	\$10,638	\$10,957	\$11,286	\$11,624	\$11,973
Off-site Management:	\$14,390	\$15,220	\$16,479	\$17,835	\$19,088
On-site Management:	\$15,000	\$15,450	\$15,914	\$16,391	\$16,883
Advertising/Marketing:	\$4,800	\$4,944	\$5,092	\$5,245	\$5,402
Miscellaneous:	\$1,200	\$1,236	\$1,273	\$1,311	\$1,351
Total Expenses:	\$76,955	\$85,809	\$89,186	\$92,723	\$96,222
(NOI):	\$162,883	\$167,858	\$185,471	\$204,534	\$221,911
Debt Service:	(\$116,218)	(\$116,218)	(\$116,218)	(\$116,218)	(\$116,218)
(CADS) Cash Flow:	\$46,664	\$51,639	\$69,253	\$88,316	\$105,692



Cash Flow Summary	Year 0	Year 1	Year 2	Year 3	Year 4	Year 5
NOI (after reserves)		\$162,883	\$167,858	\$185,471	\$204,534	\$221,911
Investment/Sale	(\$950,000)					\$3,414,000
Acquisition Fee	(\$113,250)					
Financing	\$1,365,000					(1,293,428)
Debt Service		(\$116,218)	(\$116,218)	(\$116,218)	(\$116,218)	
Total Cash Flow	\$301,750	\$46,664	\$51,639	\$69,253	\$88,316	\$2,342,483
Class a Investor Capital Account						
Beginning Balance		\$1,063,25	\$1,148,310	\$1,236,510	\$1,324,710	\$1,412,910
Investment	\$1,063,25					
Preferred Return Due		\$85,060	\$88,200	\$88,200	\$88,200	\$88,200
Preferred Retrun Paid/Return of Capital		(\$46,664)	(\$51,369)	(\$69,253)	(\$88,316)	(\$1,906,273)
Class A Investor Distributions						
Preferred Return		\$46,664	\$51,639	\$69,253	\$88,316	\$105,692
Return or Capital						\$1,063,250
Additional Return after sale						\$737,331
	(\$1,063,250)	\$46,664	\$51,639	\$69,253	\$88,316	\$1,906,273

Financial Projections



M O M E N T U M
W E A L T H F U N D

Invest in Self-Storage

Achieve Financial Growth with Stable and Scalable Assets



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www.momentumwealth.fund

Disclaimer

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